

- The Department should consider pricing the booklet in the \$1.50 to \$1.99 range (retail), with discount pricing for travel agents and the Passport Office.¹
- The Department should consider the development and distribution of country-specific briefs with background information on local customs and laws.
- The Department should consider distributing travel risk and visa information on electronic networks used by travel agents.
- The booklet should be actively distributed through travel wholesale distributors (to agents), through the Passport Office, and through point-of-purchase displays at select retail outlets (e.g. Canada Post outlets, financial institutions, etc.).
- General awareness advertising should focus on target audiences and should incorporate a 1-800 information/order line.
- Seminars which include testimonials from travelers should be used to reach youth (e.g. at post-secondary institutions), and senior citizens (e.g. at seniors' centres).

¹ While focus group participants were not sensitive to pricing the document within this range, it should be noted that the results are not necessarily representative of the population of interest.